

ORDER



Orders
Order / Rev: 167335
Alt Order #: 06856164
Product Desc: Candidate
Estimate: 1616
Flight Dates: 09/26/12 - 10/02/12
Original Date / Rev: 09/25/12 / 09/25/12
Order Type: GENERAL

KOB

Primary AE: Melissa Palombo
Sales Office: P-PHL
Sales Region: National

Agency
Name: The New Media Firm
Buying Contact: Michele Certo
Billing Contact:
 C/O Mundy Katowitz Media
 Washington, DC 20036-3134

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Michelle Lujan-Grisham for Congress
Demographic: A35+
Product Codes: PL1
Priority: 99
Revenue Codes: AGY, POL, CAND

New Business Thru: 05/27/09
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	17	\$5,595.00	\$4,755.75
10/01/12	10/02/12	11	\$3,520.00	\$2,992.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	17	\$5,595.00	\$4,755.75	0.00
October 2012	11	\$3,520.00	\$2,992.00	0.00
Totals	28	\$9,115.00	\$7,747.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	48%	\$9,115.00
Market	100%	\$18,989.58

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	13%	\$2,468.65
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	0%	\$0.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00

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Advertiser:	Michelle Lujan-Grisham for Congress
Product Desc:	Candidate
Estimate:	1616

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	09/26/12	09/26/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	--W----	:30	1	\$425.003		0.00	NM	1	\$425.00
EYEWIT NW TDY2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	--W----		1		\$425.00		0.00					
E 2	All	10/02/12	10/02/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	-T-----	:30	1	\$425.003		0.00	NM	1	\$425.00
EYEWIT NW TDY2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-T-----		1		\$425.00		0.00					
E 3	All	09/27/12	09/27/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	---T---	:30	1	\$425.003		0.00	NM	1	\$425.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	---T---		1		\$425.00		0.00					
E 4	All	10/01/12	10/01/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	M-----	:30	1	\$425.003		0.00	NM	1	\$425.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	M-----		1		\$425.00		0.00					
E 5	All	09/26/12	09/26/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	--W----	:30	1	\$200.003		0.00	NM	1	\$200.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	--W----		1		\$200.00		0.00					
E 6	All	09/27/12	09/27/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	---T---	:30	1	\$200.003		0.00	NM	1	\$200.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	---T---		1		\$200.00		0.00					
E 7	All	09/28/12	09/28/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	----F--	:30	1	\$200.003		0.00	NM	1	\$200.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	----F--		1		\$200.00		0.00					
E 8	All	10/01/12	10/01/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	M-----	:30	1	\$200.003		0.00	NM	1	\$200.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	M-----		1		\$200.00		0.00					
E 9	All	10/02/12	10/02/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	-T-----	:30	1	\$200.003		0.00	NM	1	\$200.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-T-----		1		\$200.00		0.00					
E 10	All	09/26/12	09/26/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	--W----	:30	2	\$175.003		0.00	NM	2	\$350.00
EYEWIT-4 MIDDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	--W----		2		\$175.00		0.00					
E 11	All	09/27/12	09/27/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	---T---	:30	1	\$175.003		0.00	NM	1	\$175.00
EYEWIT-4 MIDDY<															

Order / Rev: 167335
 Alt Order #: 06856164
 Flight Dates: 09/26/12 - 10/02/12

Advertiser: Michelle Lujan-Grisham for Congress
 Product Desc: Candidate
 Estimate: 1616

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	All	09/27/12	09/27/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	---T---	:30	1	\$175.003		0.00	NM	1	\$175.00
EYEWIT-4 MIDDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---		1			\$175.00			0.00			
E 12	All	09/28/12	09/28/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	----F--	:30	1	\$175.003		0.00	NM	1	\$175.00
EYEWIT-4 MIDDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--		1			\$175.00			0.00			
E 13	All	10/01/12	10/01/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	M-----	:30	2	\$175.003		0.00	NM	2	\$350.00
EYEWIT-4 MIDDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		2			\$175.00			0.00			
E 14	All	10/02/12	10/02/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	-T-----	:30	1	\$175.003		0.00	NM	1	\$175.00
EYEWIT-4 MIDDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----		1			\$175.00			0.00			
E 15	All	09/26/12	09/26/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	--W----	:30	1	\$200.003		0.00	NM	1	\$200.00
JUDGE JUDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----		1			\$200.00			0.00			
E 16	All	09/28/12	09/28/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	----F--	:30	1	\$200.003		0.00	NM	1	\$200.00
JUDGE JUDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--		1			\$200.00			0.00			
E 17	All	10/01/12	10/01/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	M-----	:30	1	\$200.003		0.00	NM	1	\$200.00
JUDGE JUDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1			\$200.00			0.00			
E 18	All	09/26/12	09/26/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	--W----	:30	1	\$500.003		0.00	NM	1	\$500.00
EYEWITNS NW-600<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----		1			\$500.00			0.00			
E 19	All	09/27/12	09/27/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	---T---	:30	1	\$500.003		0.00	NM	1	\$500.00
EYEWITNS NW-600<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---		1			\$500.00			0.00			
E 20	All	10/01/12	10/01/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	M-----	:30	1	\$500.003		0.00	NM	1	\$500.00
EYEWITNS NW-600<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1			\$500.00			0.00			
E 21	All	09/26/12	09/26/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	--W----	:30	1	\$500.003		0.00	NM	1	\$500.00
EYEWITNS NW-630<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----		1			\$500.00			0.00			
E 22	All	09/28/12	09/28/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	----F--	:30	1	\$500.003		0.00	NM	1	\$500.00
EYEWITNS NW-630<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--		1			\$500.00			0.00			
E 23	All	09/27/12	09/27/12		CM	M-F 10p-1035p	---T---	:30	1	\$800.003		0.00	NM	1	\$800.00

Order / Rev: 167335
Alt Order #: 06856164
Flight Dates: 09/26/12 - 10/02/12

Advertiser: Michelle Lujan-Grisham for Congress
Product Desc: Candidate
Estimate: 1616

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 4 @ 10p M-F News 4 @ 10p M-F EYEWTNS NWS-10< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ---T--- 1 \$800.00 0.00														
E 24	All	10/02/12	10/02/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p -T-----	:30	1	\$800.003		0.00	NM	1	\$800.00
EYEWTNS NWS-10< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 1 \$800.00 0.00														
E 25	All	09/27/12	09/27/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p---T---	:30	1	\$245.003		0.00	NM	1	\$245.00
TONITE SHW-NBC< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ---T--- 1 \$245.00 0.00														
E 26	All	10/01/12	10/01/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135pM-----	:30	1	\$245.003		0.00	NM	1	\$245.00
TONITE SHW-NBC< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$245.00 0.00														
Totals													28	\$9,115.00

*Tax 1 Note: ABQ 7%.